



**Interreg**  
Italy - Croatia  
**TAKE IT SLOW**  
European Regional Development Fund



EUROPEAN UNION

# TAKE IT SLOW

Best practices showcase of sustainable,  
slow and smart products and services in tourism



**Veneto**  
*The Land of Venice*

[www.veneto.eu](http://www.veneto.eu)

## SUSTAINABLE TOURISM



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Best practices showcase of sustainable, slow and smart products and services in tourism

## SUSTAINABLE TOURISM

Sustainable tourism is defined as that form of tourism which meets the needs of travellers and host territories while protecting and enhancing opportunities for the future.

## **DUBROVNIK NERETVA REGION**

### **Local homemade delicacies as souvenirs**

Natura Dalmatia is offering authentic Dalmatian products, local homemade delicacies in their shop. They produce liqueurs, brandies, dried figs, arancini (candied orange peels), bruštulane mjendule (candied almonds), homemade jams and extra virgin olive oil. All liqueurs and spirits carry the Croatian island product label (as support to island producers in Croatia). They also produce natural cosmetic products made from olive oil, essential oils of lavender, rosemary, sage, lace and laurel. Soaps, for example soap in wool, are made according to their old grandmothers' recipes, with no artificial color and no additives or preservatives. Part of their shop is an ethno collection of used items from everyday life of Pelješac people. Natura Dalmatia is also organising workshops where visitors can learn how to produce natural cosmetics.

Natura Dalmatia - Enterprises - private sector  
Hodilje 26 - Ston - Croatia  
+385 99 677 6407 - [natura.dalmatia@gmail.com](mailto:natura.dalmatia@gmail.com) - [www.naturadalmatia.hr](http://www.naturadalmatia.hr)

## **RDA ŠIBENIK KNIN COUNTY**

### **Project Hereditas**

Hereditas is a strategic project, funded through the "Competitiveness and Cohesion 2014 - 2020" operational programme, designed for the revitalization and touristic valorisation of the UNESCO protected dry-stone walling technique and cultural properties in Šibenik-Knin County. The aim of the project is to contribute to sustainable utilization of cultural heritage in order to achieve development in tourism and socio-economic sphere of the area. Under the Hereditas project planned activities should protect dry-stone walling technique through the restoration of the Rašinov Stan dry-stone shelter in Okit near Vodice and by establishing the modern Visitor centre built as a sort of homage to the dry-stone walling. The goal of the future Visitor centre is to promote and valorise tangible and intangible heritage of the Šibenik-Knin County and to enhance employment among local population through various features of its functioning.

Šibenik-Knin County - Public/government sector - Trg Pavla Šubića I. br. 2 - Croatia  
38522460763 - [lucija.auzina@skz.hr](mailto:lucija.auzina@skz.hr) - [www.sibensko-kninska-zupanija.hr](http://www.sibensko-kninska-zupanija.hr)

## **ZADAR UNIVERSITY**

### **Label Quality of the Zadar region**

The label is of regional character and stands for quality of agricultural-food and traditional products of Zadar County. It is intended for labeling, highlighting and promoting selected agri-food and traditional products of Zadar County. The purpose of the label is to protect and raise the value of products with the obtained label, encourage the production of these products, as well as raise the quality, promotion and sale of products on the market. The following products and product categories will be able to be marked: meat (lamb, kid, fat), meat products (prosciutto, bacon, šokol); fish and other marine organisms and fish products; cheeses (hard sheep's and goat's cheese, mixed milk and cottage cheese); fresh fruits and vegetables; olive oil; wine and apple vinegar; honey; wine; liqueurs; dried fruits (dried figs, almonds, dried apples).

Zadar County - Public/government sector - Božidara Petranovića 8 - Zadar Croatia  
00385 91/524-1170 - [marta.hordov@zadarska-zupanija.hr](mailto:marta.hordov@zadarska-zupanija.hr) - [zupanija@zadarska-zupanija.hr](mailto:zupanija@zadarska-zupanija.hr)  
00385 23/350-350 - <https://www.zadarska-zupanija.hr>

## **ZADAR UNIVERSITY**

### **Initiative and foundation of Ravni Kotari Tourist board**

The Ravni Kotari Tourist Board was founded in 2019. It unites six municipalities in Ravni Kotari and one town, it includes the municipalities of Lišane Ostrovičke, Polača, Stankovce, Zemunik Donji, Škabrnja, Galovac and the town of Benkovac and thus becomes one of the tourist boards that covers the largest area in Croatia. The purpose was to unite destinations that, through joint action, have the opportunity to brand themselves much better, position themselves on the market and develop projects that will stimulate the overall economic development. Numerous synergy effects should result from this, not only in the quality of market performance in the whole area, but also in the necessary cost efficiency in the field of project promotion and implementation.

Ravni Kotari Tourist Board - Public/government sector - Ante Starčevića 2b - Benkovac - Croatia  
00385 99/311-8146 - [tzg-benkovac@zd.t-com.hr](mailto:tzg-benkovac@zd.t-com.hr) - [visitravnikotari@gmail.com](mailto:visitravnikotari@gmail.com)  
00385 23/681-834 - [www.visitravnikotari.com](http://www.visitravnikotari.com) - [www.facebook.com/visitravnikotari](https://www.facebook.com/visitravnikotari)

## ZADAR UNIVERSITY

### Heritage Hotel "Maškovića Han" (business model)

Maškovića Han is a heritage hotel located in Pakoštane. The property includes an archaeological site of an original 17th century Turkish hammam, as well as a museum. Tours of the site can be organized and guests can enjoy the on-site restaurant. The food offered in the restaurant is modern, but deeply leaning on the tradition and past of the area in which it is located. The short menu is based on the micro-location and climate from which the restaurant draws quality and delicious ingredients such as tuna, lamb, chicken and combines them with vegetables that it procures from local family farms in our area. The Heritage Hotel Maškovića Han is managed in a sustainable way, incorporating historical elements, the local community, surrounding nature in order to offer tourists a unique experience.

Heritage Hotel "Maškovića Han" - Enterprises – private sector - Vrana Marina 1 - Vrana - Croatia  
00385 99/217-8484 - info@maskovicahan.hr - marketing@maskovicahan.hr  
00385 23/333-230 - www.maskovicahan.hr/en

## PROMOTURISMOFVG FRILAND

Frieland is a new project of sustainable hospitality born in Friuli Venezia Giulia: the first mini-accommodation service on wheels immersed in the nature. A mini house of 12 square metres which contains everything necessary for a holiday. The accommodation is self-sufficient and perfectly integrated with the territory, and is also built with natural materials. When it is moved, it leaves no trace behind it, for an ecological and "green" tourism that more and more people are appreciating. The bathroom has a standard WC (not a chemical one) a washbasin and a nice shower. The kitchen has a large window and is fully equipped, in about one and a half metres there is everything necessary for those who want to cook. The area which stands out the most: the bed next to a huge window. It seems to be sleeping among the trees and the nearby meadows.

FRILAND SRL - Enterprises – private sector - via Taboga, 154 - Gemona del Friuli - Italy  
hello@fri.land - www.fri.land

## VENETO REGION Water museum of Venice

It is an association which aims to assemble the most significant examples of the rich but fragmented heritage of water "liquid universe" heritage of the Tre Venezie and collect them in an online platform together with digital itineraries to facilitate their visit. It is addressed to citizens and authorities who believe in preserving the quality of all water, as well as the cultural and natural liquid heritage which still evocatively narrates our special and unique relationship with this most precious life source. The Water Museum of Venice is a challenge towards building a better future, underlining the fundamental role of water in our life and history. It also contributes in achieving the Sustainable Development Goals. The Water Museum of Venice is a member of UNESCO's Global Network of Water Museums [www.watermuseums.net](http://www.watermuseums.net), which as well, displays at international level a unique repository of different forms of humankind's connections with water.

Water museum of Venice association - Associations - Santa Croce, 489 - Venice - Italy  
info@watermuseumofvenice.com - www.watermuseumofvenice.com

## VENETO REGION Sustainable Venice

In the framework of the #EnjoyRespectVenezia campaign which aims to direct visitors towards the adoption of responsible and respectful behaviour towards the environment, landscape, artistic beauties and identity of Venice and its inhabitants, an online section of the official website of the City of Venice is devoted to "Sustainable Venice". It has the objective to raise awareness of tourist impact, with the belief that responsible travelling can contribute to sustainable development. It collects 12 good rules for the responsible visitor, making up a sort of handbook with advice and recommendations to become travellers that are more aware and respectful towards Venice's landscape, environment, artistic beauties and identity, valorizing, at the same time, hidden and alternative treasures to support the flow management.

Venice Municipality - Public/government sector - San Marco, 4136 - Venice - Italy  
[www.veneziaunica.it/en/content/contatti](http://www.veneziaunica.it/en/content/contatti)

## VENETO REGION

### OTS Sustainable Tourism Operators of the Venice Lagoon

Thanks to the Interreg project called Christa, the Association of Sustainable Tourism Operators of the Venice Lagoon (OTS) was born on 12 April 2018. OTS has as its primary purpose the protection and promotion of sustainable tourism within the territory of the "Venice Lagoon". It has a destination governance purpose as "Marchio d'area" and main objectives have been: creation of a strategic plan for the development of sustainable tourism in the Venice Lagoon; management of the destination sub-area and tourism governance of the Venice Lagoon, in close relationship and collaboration with the DMOs; collaboration with public bodies, DMOs, Universities, Foundations, trade associations at the consultation tables for the development of tourism strategies and the creation of an area brand for the Venice Lagoon; promotion and dissemination of the concept of sustainable tourism in the territory of the Venice Lagoon to the public and private sector which deal with tourism.

OTS Association - Associations - Piazzale Parmesan, 12 - Venice - Italy  
ots@lagoonofvenice.org - www.lagoonofvenice.org

## VENETO REGION

### Tourism Regional Observatory

The Regional Tourism Observatory of Veneto is part of the Veneto regional strategic plan for tourism. During the designing phase of the strategical plan, which took place through participatory paths involving more than 300 territorial actors, the Parties clearly highlighted the need for a single place for the collection of information, data and analysis able to support the interpretation of the complex tourism system: a fundamental purpose for understanding current trends, volumes, economic, social and environmental impact, the needs and profile of tourists. Veneto Tourism Observatory is steered by a governance system based on a network of territorial stakeholders who are both data users and providers, on the other hand the possibility to have open access to strategical value analysis which can support data driven decision by public and private bodies, as well as destination managers managing flows and considering sustainable criteria and scenarios. Dynamic indicators and documents allow a vertical access to comparisons and studies.

Veneto Region - OTRF - Public/government sector - Cannaregio 168 - Venice - Italy  
+39 041 2792678 - osservatorioturismo@regione.veneto.it - www.osservatorioturismoveneto.it

## EMILIA ROMAGNA REGION

### Charging stations for bicycles and personalized mountain bike tours with local tour guides.

The tourist accommodation and restaurant complex called "Pian del Bosco", opened in May 1993 from a renovation of a house from the 1800s, has been transformed into an 8-room hotel, with a restaurant-pizzeria-bar, swimming pool, tennis court and soccer field. Safeguarding the environment and customer well-being characterize the business and thus the investments. Some examples of the "green" investments: roof with solar panels for the production of hot water, construction of a photovoltaic system of 33 kW in the field, in the form of on-site exchange. An upcoming project involves the purchase and installation of charging stations for electric cars and electric bicycles in the facility. Offering this service is considered essential to encourage the spread of renewable technologies. With the App and the indications on the Web, new customers will find this service, choose the facility and have the opportunity to know the area. The world of electric bicycles is constantly evolving; the electric mountain bike is a perfect way for tourists and citizens to explore Montefeltro. The tourism offers also includes customized mountain bike or electric mountain bike tours with local tourguide. But the charging stations will also be useful for the many passing cyclists.

Hotel Ristorante Pian del Bosco - Enterprises - private sector - Via Guido Donegani 151 - Novafeltria (RN) - Italy  
+39 335 5776540 - pdb@piandelbosco.com - www.piandelbosco.com

## SVEM - SVILUPPO EUROPA MARCHE

### Marche Outdoor - Discover Le Marche by bike

A project inaugurated in 2019 which involved upgrading the backroads and creating a network to crisscross Marche Region which can be travelled by all kinds of cyclists. Its mission is to promote a sustainable local economy giving the touring cyclist a chance to enjoy everything the region has to offer. There are 24 cycle itineraries and counting and diversified solutions for cyclists over 2000 km, involving 130 municipalities all over Marche Region. It is a networked system made up of themed and georeferenced routes on the one hand and specialised accommodation solutions on the other together with guides and services designed for bike lovers. Through the website and the interactive app, cyclists can keep up with new routes and activities, creating their own itinerary according to their interests while drawing on a wealth of information about local places of historical, cultural and natural interest. There is also information on the nearest services (such as repair shops, guides, bike rental) and a sat nav to help cyclists orient themselves along the route.

Marche Region - Public/government sector - Via Gentile da Fabriano 9 - Ancona (AN) - Italy  
+39 071 8062284 - marcheoutdoor@gmail.com - www.marcheoutdoor.it

## TEATRO PUBBLICO PUGLIESE

### Ceramic and Food Route in Puglia

International Design Expeditions (IDE) where international designers collaborate with local enterprises creating groundbreaking solutions to crucial needs. Sustainable innovations for regional development.

VALENTINA DE CAROLIS - Enterprises - private sector - C.da Pezze di Monsignore, 11/c - Fasano (BR) - Italy  
+39 3497 444805 - info@valentinadecarolis.com - alentinadecarolis.com/news

**TEATRO PUBBLICO PUGLIESE**  
**Twizy Renault with total electric traction and E-MBK**

Rental of electric vehicles to visit places in a sustainable way.

FOR PLAY SRL - Enterprises - private sector - Corso Giuseppe Mazzini, 141 - Ostuni (BR) - Italy  
+39 360 908574 - forplaysrl@gmail.com

**TEATRO PUBBLICO PUGLIESE**

Bike and hike tours nature and gastronomic excursions, home dinners with local cooking lessons, alternative experiential tourism.

WHATSINPUGLIA - Enterprises - private sector - Italy  
+39 333 9916512 - hidefspica@gmail.com - www.whatsinpuglia.it

**TEATRO PUBBLICO PUGLIESE**

Re-enactment of peasant activities; ecological walks; festivals km0 re-enactment of peasant activities; ecological walks; festivals 0 km.

ASS. CULT. COCOLICCHIO - Associations - Piazza Cocolicchio - Fasano (BR) - Italy  
+39 339 4122167 - natalizia53@gmail.com - www.facebook.com/Cocolicchio-AssociazioneCulturale-629183283888613

**TEATRO PUBBLICO PUGLIESE**

**Brand of the Park**

Includes numerous natural habitats, extensive arable land, protagonists of projects to protect crops with organic methods, centuries-old olive groves; via Traiana, archaeological and historical-cultural sites, historical farms and underground oil mills, blades, rock settlements, accommodation facilities and production companies.

It plays a particularly important role in environmental protection and sustainable economic development.

Ente Parco Dune Costiere - Public/government sector - Comune di Ostuni - Piazza della Libertà - Ostuni (BR) Italy  
flomagli@pec.it - www.parcodunecostiere.org

**TEATRO PUBBLICO PUGLIESE**

**Slow experiences**

Organizes experiences that are as sustainable as possible and respecting cultures and places.

MAPPART IDEE IN MOVIMENTO AGENZIA DI VIAGGI TOUR OPERATOR - Enterprises - private sector  
Via Alberobello 76 - Locorotondo (BA) Italy  
+39 320 7944731 - valentina.mastronardi@pec.it - mappartviaggi@gmail.com - mappartviaggi.it



[www.veneto.eu](http://www.veneto.eu)

